

Message Text

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PAGE 01 AUCKLA 00040 030227Z

63

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 120141

R 0300130Z MAR 75
FM AMCONSUL AUCKLAND
TO USDOC WASHDC
INFO SECSTATE WASHDC 435
AMEMBASSY WELLINGTON

UNCLAS AUCKLAND 0040

E.O. 116522: N/A
TAGS: BFOL, NZ
SUBJECT: PRIVATE TRADE OPPORTUNITY

.1 614/02/P00006.
2. 022875.
3. Q PILLING
5. IAD
6A WRITE

BB BRENDAN J. MALONEY, GENERAL MANAGER

6C AHI AGENCIES

P.O. BOX 12157
AUCKLAND, NEW ZEALAND.

CABLE: ALEXIND
TELEX: NZ 2222
TEL: 27-62-119

8.

9. 111

10. 35512XX - 0100

COMMERCIAL FOOD PRODUCTS MACHINERY NAMELY: SLICERS,
CHOPPERS, GRINDERS, CUTTERS, DICERS BUT EXCLUDING
BAKERY MACHINERY AND EQUIPMENT. ESTIMATED SALES
\$100,000 - 125,000.

3551313 - 0100

INDUSTRIAL FOOD PRODUCTS MACHINERY, EXCLUDING PACKING
AND BOTTLING MACHINERY, NAMELY: MEAT AND POULTRY
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PROCESS AND PREPARATION MACHINERY AND EQUIPMENT.

ESTIMATED SALES \$75,000 - 100,000.

35514XX - 0100

PACKING, PACKAGING AND BOTTLING MACHINERY FOR INDUSTRIAL FOOD PRODUCTS, NAMELY: BUTTER, CHEESE, DRY MILK AND ICE CREAM PACKAGING MACHINES; UNCASERS AND CASERS; MEAT AND POULTRY PACKING AND PACKAGING MACHINERY.

ESTIMATED SALES \$100,000 - 125,000.

COMPANY SEEKS SOLE NEW ZEALAND REPRESENTATION FOR ABOVE PRODUCTS AND ESTIMATED IT CAN DEVELOP AN ANNUAL SALES TOTAL OF APPROXIMATELY \$300,000 SUPPLYING NEW ZEALAND'S MAJOR AND SUBSTANTIAL FOOD PROCESSING ORGANIZATIONS. COMPANY SELLS THROUGHOUT NEW ZEALAND AND HAS AN EXCELLENT MARKETING OPERATION AND CAN DEVELOP SERVICE CAPABILITIES AS NECESSARY. COMPANY IS THE RECENTLY ESTABLISHED AGENCY DIVISION OF THE VERY LARGE, SUBSTANTIAL AND WELL KNOWN ALEX HARVEY INDUSTRIES (AHI) LTD. GROUP WITH AN EMPLOYEE ROLL OF SOME 6750 AND AN ACTIVE SALES FORCE OF 250. FACKAGING MATERIALS AND CONTAINERS (NOT INCLUDING MACHINERY AND EQUIPMENT) IS ONE OF THE GROUPS MAJOR ACTIVITIES. THE AGENCY OPERATION IS CURRENTLY SEEKING MACHINERY IN FIELDS COMPLIMENTING THE GROUPS PACKAGING MATERIALS MARKETING. A CURRENT WTD REPORT IS ON RECORD FOR ALEX HARVEY INDUSTRIES (AHI) LTD.

MCINTOSH

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975AUCKLA00040
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: D750073-0451
From: AUCKLAND
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750395/aaaagmuv.tel
Line Count: 93
Locator: TEXT ON MICROFILM, TEXT ON-LINE
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: woolflhd
Review Comment: n/a
Review Content Flags:
Review Date: 16 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <16 Sep 2003 by MorefiRH>; APPROVED <02 JAN 2004 by woolflhd>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> mcm 971002
Subject: PRIVATE TRADE OPPORTUNITY .1 614/02/P00006.
TAGS: BFOL, NZ, BFOL
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006